



Small Business. Our Business.

Counseling • Training • Research

MI-SBTDC UPCOMING SEMINARS:

One Stop Business Resource Center 2727 Second Ave. Ste 120, Detroit, MI, 48201

To register, call 313-967-9295 ► Fax: 313-967-9296

<http://www.misbtdc.org/region9>

The MI-SBTDC Entrepreneurial Series: Fundamentals of Business Basics



Marketing Your Business: This course presents practical applications of marketing concepts designed to grow small businesses. It covers basic marketing tools including market analysis and research, target marketing, assessing competitors, and key marketing implementation tools. A strategic, well planned approach to marketing is demonstrated, with several examples of effective hands-on marketing techniques. Focus is on the business's customers – creating and keeping them.

\$40/person.....6:00 pm - 9:00 pm

Starting a Business: This course is designed for individuals who are considering self-employment, or are at the beginning stages of starting their business. Delivered in a workshop format, this introductory session helps aspiring entrepreneurs assess their abilities to lead and manage a company, as well as evaluate market and sales potential for their products/services. The basics of business ownership are introduced, along with resources available to help launch new ventures in Michigan.

\$30/person.....6:00 pm -

9:00 pm

\$30/person.....6:00 pm -



Writing a Business Plan: Designed for individuals who want to increase their chances for successful self-employment, or business launch, this course covers business planning in detail. Specifics of marketing, finance, legal, regulatory issues, operations, information based planning and management are key components of this workshop. The first steps for creating a business plan draft will be included. Live examples of effective business plans are used as course material.

\$40/person.....6:00 pm - 9:00 pm



Finance

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February & March Schedule

2/4 Starting a Business
2/11 Marketing Your Business
2/18 Writing a Business Plan
2/25 Writing a Business Plan
3/4 Starting a Business
3/20 Starting a Business
3/25 Writing a Business Plan

PRESENTED BY



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& TECHNOLOGY
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THE UPPER HAND

Reasonable arrangements for persons with disabilities will be made if requested at least 30 days in advance.